

Marsteller Inc.

WILLIAM F. FOLBY
GROUP VICE PRESIDENT

September 11, 1975

Mr. Leonard Block
President
Block Drug Company
257 Cornelison Avenue
Jersey City, New Jersey 07302

Dear Mr. Block:

I would like to compliment you on your being the only advertiser with the guts and American spirit to support the CBS News "The Guns of Autum" show.

At a time when many Americans are yielding to pressure groups and refusing to allow open discussion of important issues or even harmless programs such as the ones that CBS is running, it is a good thing to see that you have some standards that you believe in.

I would hope that others take note and follow your lead.

Very truly yours,

William F. Foley

William F. Foley
Group Vice President

WFF/eg

cc: Richard Salant
President-CBS News

Joe Opre
National Advertising Manager
Nissan Motor Corp., U.S.A.
Parker Adv. Inc.

27 Milton St.
Dayton, Ohio 45403

Sept. 9, 1975

Mr. Richard Salant
% CBS-TV
New York, N. Y.

Dear Mr. Salant:

Although high praise is due CBS for it's recent presentation "Guns of Autumn", more important is the network's display of integrity in ignoring the threats of the National Rifle Assn. in their efforts to suppress transmission of the documentary. Would that the advertising sponsors had shown the same degree of courage. Block Drugs has also earned our respect, as well as the network affiliates.

Personally, I expressed my displeasure with NRA over our local radio talk show and I intend to write the sponsors who reneged as soon as they are identified. It is good to know that CBS still maintains the same resistance to intimidation that marked it's defiance of Joe McCarthyism in the days of Edward R. Murrow.

Whether we approve or disapprove of the content of any given TV program, the freedom of expression must never be abridged.

Gratefully yours

Ruth N. Roock

Ruth N. Roock

TV documentaries rarely trigger letters to the editors of our two local newspapers so I would guess that the public is simply showing frustration over the proliferation of guns. Fire-arms are the phallic symbol of the gun devotee.

R. N. R.

November 17, 1975

Mr. Irv Drasnin
C.B.S. News
West 57th Street
New York City

Mr. Drasnin:

I'm sending this registered because I think you ought to read at least one of the many letters your Network has received objecting to Guns of Autumn.

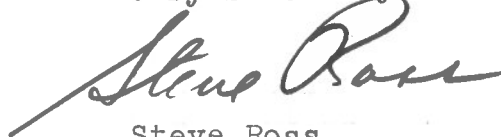
It must be clear to almost everyone in and out of broadcast journalism by now that the show revealed more about the ethics and methods of CBS News and Irv Drasnin than it did about hunting and hunters as a whole. The most convincing proof of that comes right from the Comment section of Columbia Journalism Review for this month.

In case you haven't seen it I'm enclosing a copy. I've been a broadcast journalist for as long as you and a hunter for a lot longer than that and I fully and completely agree with CJR's conclusions.

I would go one step further. Whatever you profess you cannot possibly be classed as a journalist. No one worthy of the name would ever produce what you have and dare call it reporting. And no real professional who is honest with him or herself would call it fair.

I'll go this far: you are indeed a professional. But what you are selling isn't journalism.

Very Sincerely

A handwritten signature in dark ink, appearing to read "Steve Ross". The signature is fluid and cursive, with a long horizontal stroke extending to the left.

Steve Ross
1612 Ashurst Rd.
Philadelphia, Pa.
19151

COMMENT

'The Guns of Autumn' aims low

"We went to each location and we filmed what we found," said Irv Drasnin, the producer-director and writer of "The Guns of Autumn," a CBS News documentary about hunting. What CBS found was that modern hunting is unsporting, often cruel — and big business. What they didn't find was anything good to say about hunting. The cameras filmed dead and dying animals, killed by incompetent hunters whose goal seemed to be bagging an animal as efficiently as they could.

The program took viewers to five hunts around America. Black bears were shot as they fed at a garbage dump; a bear was shot after it was treed with the help of dogs, walkie-talkies, and cars; a great many ducks and geese were shot on the opening day of the water-

fowl season in a "game management area" that sounded like a battlefield; buffaloes were shot on a fenced state preserve; and deer were shot on a private fenced preserve.

To select these parodies of hunts for extended treatment, without at least indicating that they do not make up the whole story of hunting, is to play into the hands of critics who say that the networks tend to be biased when they deal with subjects dear to the hearts of "middle Americans." (Acknowledging the critics, CBS also planned a follow-up show, "Echoes of 'The Guns of Autumn,'" which aired September 28, and which featured hunters and spokesmen for sportsmen's groups.)

We don't hold that Drasnin was required to present a "balanced" view of hunting. There was no need to show viewers a skillful, humane hunt to balance each grotesque killing. But the maker of a documentary should be clear about what his subject is: was "The Guns of Autumn" intended to show us the way hunters hunt in America, or the ways in which hunting is abused in America? Drasnin's script made no claims for universality, but neither did it contain any disclaimers. Throughout the program there was talk about the number of hunters in the country, how many dollars are spent on hunting, and, at the end of the show, there was a grim recital of the numbers of animals killed each year by hunters ("squirrel, thirty-

one and a half million; rabbit, twenty-seven million . . .").

"The Guns of Autumn" was passionate, and passion is a quality much needed in television. But in their passion Drasnin and his colleagues resorted more often than not to crudely powerful images of dead and dying animals. It was as if vegetarians were to make a documentary about packing plants: we saw close-ups of bloody hands as they dressed out a bear; of a dead deer hung from a tree, its tongue distended; and of another deer, its antlers entangled with barbed wire, its eyes rolling in pain and terror as bumbling hunters tried to finish it off with shot after inept shot. Such images are powerful because death and bloody scenes arouse strong emotions. But to lean so heavily on shock value is to manipulate viewers, and to shock them repeatedly with blood and death is to manipulate them crudely. We suspect that the manipulation was the result of passion having overcome the desire to pay careful attention to its object — a serious flaw in an artist, filmmaker, or a journalist. While we do not identify ourselves with either side, we were struck by the fact that the documentary, which seemed to be about hunting in America generally, offered not one scene that a knowledgeable hunter could have watched with any pleasure.

October 29, 1975

Columbia Broadcasting System
c/o KOOL- Channel 10
511 W. Adams
Phoenix, Az, 85003

Gentlemen:

Id appreciate your forwarding my comments to the the head office of CBS in regard to their recent so called Documentary " Guns of Autumn " and its sequel, " Echoes of the Guns of Autumn ".

Both in my opinion where the worst in programming I have ever seen in biased misrepresentation of the facts and it would appear public reaction supports my thoughts.

Their spot advertisement of United Way during the program caused me to terminate my 1975 contribution after 15 years support of that organization. I realize the local unit has taken a neutral stand on gun control however, they do allocate funds to the national YWCA who are most definitely pro gun control.

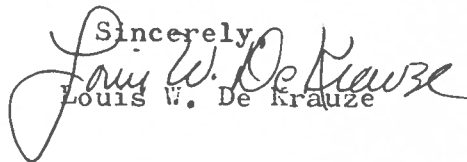
Prior to moving to Arizona I was a member of the Kent County Chapter of the Michigan United Conservation Club where I spent many happy days with a young son teaching him how to shoot and handle a rifle in a safe manner.

I note in the news that MUCC has filed a \$300 million slander and libel suit against CBS charging the program humiliated and embarrassed Michigans one million hunters and another \$500,000 for the conservation club after this same group assisted CBS in preparing the program.

I am sending my check in the amount of \$100 to Kent County MUCC in the fond hope that it will in some way aid that organization in putting it up the " Kiester " of CBS, right up there where its going to smart a bit.

Its about time someone took the national news media on and knocked them off their ivory towers and if Ingham County Judge Hotchkiss is the same Judge I remember, he's just the man to do it.

Im sure the CBS stockholders will all rally to the cause of their executive officers if the award goes against them. Couldnt happen to nicer guys.

Sincerely,

Louis W. De Krauze

7754 E. Osborn
Scottsdale, Az, 85251

west tennessee sportsman's association



Affiliated with Tennessee Conservation League
P. O. Box 1399
Memphis, Tennessee 38101

September 6, 1975

Mr. Peter M. Herford
Director of Affiliate Liaison
C B S News
524 West 57th Street
New York, New York 10019

Dear Mr. Herford:

The program "The Guns of Autumn" shown yesterday on the national network was not representative of the some twenty million hunters in this country. No true outdoorsman would participate in hunting bears as shown or go through the gates of a preserve to hunt in the manner depicted. If you wish to film and show the worse of any subject, it can be done; but if you wish to objectively present a topic, it must give all aspects and views. This was not done in this program. The blatant bias was as apparent as the careful editing to show only those sequences that would produce the desired affect.

The West Tennessee Sportsman's Association, representing some one thousand members, adamantly objects to this program and any program of this type. We offer our services to help your network become more fully acquainted with what responsible hunters are doing and how they conduct their hunts. We certainly hope equal time will be devoted to showing a truer picture of those of us who hunt and love the outdoors.

Very truly yours,

Edward G. Holt
Edward G. Holt
President

EGH:mlm

cc: Federal Communications Commission
Honorable Robin Beard
Honorable Ed Jones
Honorable Harold Ford
Honorable Howard H. Baker
Honorable Bill Brock

President Ed Holt
Vice President . . Harry Williams
Secretary Ben Blackburn
Treasurer Jim Burch

P. O. Box 1399
Memphis, Tennessee 38101

Volume I No. 2 August 1975

WEST TENNESSEE SPORTSMAN ASSOCIATION

Affiliated with Tennessee Conservation
League

NEWSLETTER

The "Fishing Program" held on July 24th was a great success. Over 300 fishing fans came and enjoyed the program. Each one that attended was great and a nicer bunch of people have never been assembled. We owe so much to Harvey Bray, Wilbur Vaughn, John Conder and all the other fellows at T.W.R.A. Also the people who donated prizes (see the other side for a list). The next such program is now being planned and will be for some time in late November or early December with a hunting theme.

The annual Picnic, Rally and Sportsman's Day will be October 11th from 8 A.M. til sundown. Starting at 8 A.M. will be a Sportsman's Flea Market where you may trade, sell, give, borrow, buy or swap any item of sporting goods you have, no matter what the condition. Then as the day progresses there will be turkey shoots, archery demonstrations, bingo, duck calling contest, turkey calling contest, games, prizes, people, fellowship and fun. It will be a great day and we expect to see every one of you.

By the time you receive this newsletter the program "The Guns of Autumn" will have been shown on Channel 3, WREG-TV and, hopefully, you have called, sent a telegram or letter stating your views. Please, please do not just sit back and let this program go by without your comments being made to the station. The time for apathy is over; now is the time for dedication and work for what we believe in. You and only you can change the present course. We of WTSA will do our part, but you must take up any slack. We have sent telegrams, letters and called; now how about you. If you need help call any officer or director and we will help you phrase your letter based on your views.

At the August meeting of the Board of Directors the following gentlemen were recommended to fill the two vacancies on the twenty-five man board: Bob West, B. J. Bryson, Ray Strong, Jr., Gerald Beibers and Warren Sealand. After each man attends at least three meetings, his nomination can be accepted and the other twenty three members of the board will vote on the two men to fill the vacancies. These are five good men and this is why W.T.S.A. is getting stronger and tackling more and more endeavors.

Did you know that Ed and Frances Vinson are members of W.T.S.A. Not only are they members, but they have personally sold six others on the association. Ed and Frances are working and they are making things happen. We appreciate this type of member. We want people who are not content to let someone else make decisions. Each and every member must participate, let the board know what he or she wants, tell us when we have not made a decision you agree with and help us to make programs work. Ed and Frances help, how about you.

The Juvenile Dove Hunt has been arranged by Gene Fields. Again we are to be the guests of Mr. B. B. Hamilton at his Wagon Wheel Ranch on Holmes Road. Mr. Hamilton has been a gracious host for a number of years and always has good field and birds. He is a life member of W.T.S.A. We will meet at the large parking area at 1 P.M. and go to the fields at 2 P.M. This hunt is for our members only and their children. It is special and we want every member to come out and have a good time with their children or just watch. The date for the hunt is Sat., Sept. 20.

WEST TENNESSEE SPORTSMAN'S ASSOCIATION
P. O. BOX 1399
MEMPHIS, TENN. 38101

BULK RATE
U. S. POSTAGE
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PERMIT NO. 130
MEMPHIS, TN.

The West Tennessee Sportsman's Association believes in supporting those who support the Association. Next time you need something, go to one of these fine stores.

Tommy Bronson Sporting Goods - - - Everything for the outdoors (even tennis)
1672 Union Avenue

The Camp and Hike Shop - - - Ole Bev Rogers has it all for the backpacker and hiker, plus he has quite a bit for the hunter.
4674 Knight Arnold Rd.

J. G. Schmidt & Sons - - - See Sam Antone for all your fishing needs
1721 Poplar

Strike King Lures - - - Friend, if you are not catching fish, then you are not fishing with strike king lures. The fish here know Charles Spence too well and will not bite anything but a strike king lure.

Our Bass Club of the Month is the Millington Bass Club. This fine group of ardent fishermen have gone out of their way to help and have even made quite a donation to the Muscular Dystrophy Telethon (Jerry Lewis). These fellows are always fishing and looking for ways to help their fellow fishermen.

The Tennessee Department of Conservation is offering a FREE (what) Taxidermy course at Meeman-Shelby Forest State Park, beginning Thursday, October 2nd, 7 P.M. to 9:30 P.M. each Thursday for 10 weeks. This course is limited to twenty-five (25) and you had better phone Charles Norvell and reserve a spot. Just call 876-5111 any time of the day or night. We always ask what do we get for our money, well here is one endeavor the Conservation Department is starting that shows real quick what can be done when you have a fellow who cares and wants to do something. Charles Norvell is the Ranger-Naturalist at Shelby and he is a friend to any outdoorsman. He also is the fellow that scout troops should contact when they need someone to help with an outdoors project. Charles is a worker and we of W.T.S.A. appreciate what he does.

CBS MEMORANDUM

FROM: George Hoover
TO: RICHARD SALANT
DATE: November 26, 1975

I could not get a tape of the Johnny Carson excerpt you wanted --
but here is a transcript.

Geo. H.

cc: B. Chandler, I. Drasnin, B. Leonard, J. Sharnik

RADIO TV REPORTS, INC.

41 EAST 42ND STREET, NEW YORK, N.Y. 10017, 697-5100

FOR

NATIONAL BROADCASTING COMPANY

PROGRAM

TONIGHT SHOW

STATION

WNBC/TV AND THE NBC
TV NETWORK

DATE

November 20, 1975

12:15AM

CITY

New York

BROADCAST EXCERPT

ED McMAHON: Recently this network broadcast an editorial in which our station WXYZ took a negative on hunting. As you know, it's the station's policy to give equal time to qualified spokesmen of opposing views. So tonight, in answer to our antihunting editorial, we have in our studio an experienced hunter who will speak in rebuttal. Here he is, Clyde "Boom Boom" Van Buren, who represents the opposing viewpoint. Mr. Van Buren will give his views in favor of hunting.

JOHNNY CARSON: Good evening, Americans and pinkos. You know who you are. Clyde "Boom Boom" Van Buren's my name and killing's my game. In reply to a recent dumb editorial that guns are dangerous, I as a professional hunter, would like to defend guns and the hunter. Hunting is beautiful and natural to man. To me the sound of a rifle is like a Beethoven symphony, and if there's anybody out there that doesn't agree with me, go blow your head off. Let's face it, if God didn't want man to hunt, he wouldn't have given us plaid shirts. [LAUGHTER] Hunting is a challenge against superior odds. The deer has its cunning, its speed, its camouflage. All we have is a twelve-bore shotgun and a Chevy pickup.

A lot of psychiatrists say that hunting is sick, that us hunters are in love with our guns. That is not true. I may sleep with one, but I respect it in the morning. [LAUGHTER] I am sentimental about this gun right here. [KISSING GUN] This is my first rifle my daddy ever gave me. Here is my first duck whistle. [BLOWS WHISTLE] That is one of the loveliest sounds known to a hunter. [BLOWS WHISTLE] That brings the

OFFICES IN: NEW YORK • DETROIT • LOS ANGELES • WASHINGTON, D. C. • CHICAGO • AND OTHER PRINCIPAL CITIES

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lovely duck down to the lake, and then we blow [NO SOUND] -- soft. [LAUGHTER]

This here [BLOWS WHISTLE; APPLAUSE] - this here is the very same mackinaw I wore to my wedding. The Constitution gives us the right to bear arms. Guns are as American as apple pie, even Americaner. They say guns are dangerous. More people die in bathrooms than from guns. And you don't see those do-gooders trying to do away with bathrooms, do you? I only kill in self-defense. I mean, what would you do if a rabbit pulled a knife on you? [LAUGHTER] Animals are dumb. I'll tell you how dumb they are: the phone company won't even hire 'em.

Now, alas, a lot of them bleeding hearts think we just go out there and shoot in-dy-scriminate. That is not true. Last year John Wayne and me went on one of them Africa safaris, and before we started out we agreed not to shoot any more elephants than we could eat. Don't get me wrong, I love animals. I always have. When I was a little boy, I remember getting my first teddy bear. I got him right between the eyes. [LAUGHTER] People ask: why do we shoot animals? Well, you gotta shoot somethin' and we've already put beer cans on the endangered species list.

* * *

CARSON: We're back. Thank you, doctor. Here, here. [APPLAUSE] Thank you.

McMAHON: I have to tell you, I always miss the rehearsals on purpose, but...

CARSON: I don't want you around...

McMAHON: ...(OVERTALK)... hear it for the first time. And I had heard that piece before -- or read it. That was a very great piece of material...

CARSON: Thank you.

McMAHON: ...very well written...

CARSON: We don't want any letters from the pro-gun people, because that was a pro-gun...

McMAHON: (LAUGHING) That's right. So there's no question about it.

CARSON: They cannot say we did not do a ...(OVERTALK). We certainly did.

CBS MEMORANDUM

FROM: Irv Drasnin
TO: RICHARD SALANT
DATE: December 4, 1975

cc See Below*

Enclosed are some items of recent interest, and one old one.

1. A commentary on "The Guns of Autumn" in the current issue of Sports Afield. The author is Jim Rickoff, who as recently as last July was on the public relations staff of Winchester-Western.
2. An article published in the current issue of Psychology Today, of which you may have seen an advance copy.
3. An AP report from Pennsylvania which appeared in yesterday's New York Post.
4. A copy of what may turn out to be my favorite letter, received last September, in response to "Guns." Either it confirms everything Freud ever said or we've all received an invitation. May I please have a budget number for some preliminary research.



Encl.

*Messrs. Chandler, Fuchs, Hoover, Leonard, Rintoul

CBS

From: Perry Wolff
To: IRV DRASNIN
Date: September 18, 1975

FYI

CBS NEWS

A Division of CBS Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321

September 18, 1975

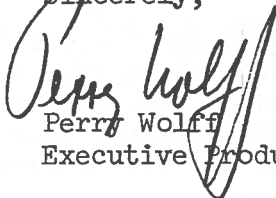
Dear Mr. Barnett:

I received your letter of September 7, 1975 after our telephone conversation. I thank you for the information you included, and I am passing on your letter to Mr. Drasnin who produced the broadcast.

I am puzzled by your response to the broadcast. Obviously you are not pleased by the inclusion of some of the scenes shown, but your attack seems to be more against a certain kind of hunter than the facts we presented. If you feel these hunters misrepresent your sport, it would be far more important for you to find some self-policing apparatus than to attack the journalists who presented the events.

In your phone call and in your letter, you attacked me personally. I am sure this comes from your troubled rage, but since you are curious about my background, I will tell you that I have used guns; that I was a combat rifleman in World War II, and that I spent several years producing films for the American Museum of Natural History on many aspects of the life sciences. I think my credentials stand up against yours, but more importantly, the journalism of "The Guns of Autumn" makes all of us proud.

Sincerely,



Perry Wolff
Executive Producer

Mr. David E. Barnett
Route #3 Box 429
Angleton, Texas 77515

Route # 3 Box 429
Angleton, Texas 77515
September 7, 1975

Perry Wolff
Executive Producer
"Gun of Autum"
CBS News
524 W. 57th Street
New York City, New York 10019

Perry Wolff:

I hope this letter reaches you personally and if so, you will please take a few minutes to read, and then hopefully ponder the very grave injustice you have done sportsmen every where.

Your film, I won't honor it by calling it a documentary; Funk and Wagnells Standard Dictionary; "A montion-picture film that records or exhibits a phase of regional, social, or cultural life without fictionalization". You would want your viewing audience to believe that this is the way game is hunted?

Sportsmen, who saw the shooting and badly misplaced "coup-de-grace" to the fallow deer, on that so called hunting preserve, I'm sure were appalled. The bear killing in Michigan, done in a garbage dump, was not sporting, is not even hunting, Funk and Wagnells; "The act of pursuing, as game". Sportsmen do not, I repeat do not hunt in this fashion. Most sportsmen agree with the idea of fair chase, and would no more hunt in this way than fire a shotgun into a chicken coop.

Sir, if you did any research for your film, and you had to do a LITTLE, touching Michigan, Texas, Arizona, Pennsylvania, and Utah in your search for truth and glory, sic, sic, you know sportsmen spend great gobs of money and time in the pursuit of game. They spend countless hours and days in the most hospitable of environments. The hours, sweat, the enduring of rain, snow, freezing, humid, hot weather, plus the fact that most animals or birds can see better, hear better, smell better, plus run or fly faster than any man, doesnot put this hunt in the sportsmens favor. If you put hours and monies spent in the pursuit of WILD game it would be cheaper to buy gold bricks. No Sir, your were grossly unfair.

Why did you fail to mention that most sportsmen eat the game they shoot, have you never looked in a cookbook and seen the delicious recipes for venison, pheasant, dove, rabbit, ducks, squirrels, goose; etc, etc. By the way, are you by chance a vegetarian?

To most sportsmen the kill is really secondary. The enjoyment of the outdoors, the smell of fresh clean air, noticeably lacking in our cities, the scenic beauty, fellowship of man, where a man or woman can relax and forget the turmoils of your planet, these are the elements that take you back. Many sportsmen return again and again often not even firing their rifle or shotgun, no sir, it is not the kill as you suggested, but just being there, seeing it all, a part of nature, thats what

turns you on, that really brings you back.

The Y. O. Ranch and others were smart not to allow you to photograph their operations. Why did you fail to mention the size of the spreads these "pastures" as you called them are measured in sections, (a section is 640 acres, one square mile) not acres. Did you realize that there are more Black Buck Antelope in the U. S. than in their native India? Most in Texas on these ranches. There are over 25,000 bison in the U. S. today, in 1900 there were only 20 wild bison left. All these animals are bred and studied, along with other foreign game animals on these ranches. The animals are cropped, generally only the trophies are harvested and as most sportsmen and all naturalists will tell you, the animal with the largest horns or antlers are the oldest, and can no longer propagate the herds as the younger ones. Did you ask anyone in game or wildlife management about the upkeep of our native wildlife?

Fact My Friend!!

Speaking of game management, where do you imagine the monies for all these expenditures come from? The hunter, sportsmen and fishermen foot these bills. I don't remember who said it, not his exact words, but it was said if the bluebird was a game bird their future would be secure, a very true statement. Of all the animals and birds now extinct or the ones on the endangered species list, 108 U.S. and 296 foreign, not one was put there by sportsmen. The sportsmen of this world have done more to insure the continuing existence of all animal species, game or otherwise than any of the so-called protection groups, Funds of Animals, Friends of Animals and defenders of Wildlife; etc.

How many Pronghorn Antelope were there fifty years ago? In 1908 the Pronghorn was close to extinction, today over a quarter of a million grace our Western states, wild turkey, 1 to 1.5 million today, fifty years ago almost extinct, elk, swans, the year of my birth, 1935, there remained only 73 trumpeter swans in the U.S., now they are re-established, to name a very few roaming our great country. Where, sir, would the ducks and geese be if groups of sportsmen, such as Ducks Unlimited had not gathered funds to develop marsh land in Canada and the birds breeding and nesting grounds, these sportsmen to date have spent 32 million dollars to develop 2 million acres.

Do you know the encroachment of man is destroying wildlife habitat at the rate of 3500 acres a day? Last year from the funds from duck stamp sales the Fish and Wildlife Service purchased 92,000 acres to add to our refuge system. What did the Funds and Friends do?

Do you know that 16.4 million hunters spent \$143 million on state hunting licenses last year? ALONE. 43 million spent a whooping \$270 million on hunting and fishing licenses on 1974; I suppose fishing is killing too, huh? Hunters alone poured \$185 million into wildlife conservation in 1973, \$124 million on state licenses, \$49 million in excise tax on guns and ammo, \$12 million on duck stamp revenues. This is a lot of money, I'm sure even you will have to agree.

Have you ever heard of the Pittman-Robertson (1938) or the Dingell-Johnson (1950) Acts? Well the Dingell-Johnson Act says 10% of federal excise taxes on sport-fishing goes for management, \$167 million to date. Pittman-Robertson Act gives 11%

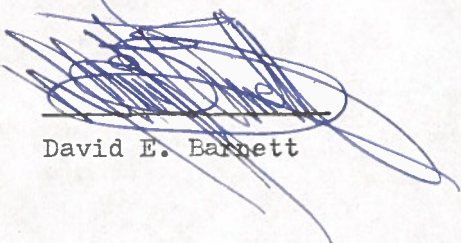
of firearm and ammo excise tax to wildlife management \$540 million to date. Surely a large sum in anyones league. Some of these monies have gone to buy or manage 54 million acres of wildlife habitat, incidentally home to many non-game species.

These are facts not some dreamed or trumped up stories and I hope I have not bored you with this letter. I have never written a letter of this sort, but watching your program I felt very strongly that I had to say something in opposition to "The Guns of Autum".

I understand sometime in the near future you are going to air our side, I doubt it, but I hope so, exaggeration, hysteria, distortion, and outright lies can not stand up to the truth.

Thank you for your time.

Respectfully,



David E. Barnett

SEP 5 11 11 PM '75

V+

COLNEWS NYK

WU INFOMASTER 1-045288A248 09/05/75

ICS IPMTIME NYK

ZCZC 05294 (2-050916E248 2105 6179271468)

TLX 126800 COLNEWS NYK

FR TDMT BEVERLY MA 23 09-05 004P EST

CBS ATTN PRESIDENT, DLR

524 W 57 ST

NYK

BT

REPORT ROTTEN AND BIAS YOUR NETWORK BANNED FROM THIS HOUSEHOLD
WILL WRITE ALL COMPANIES MARKETING MALE PRODUCTS TO DROP ALL
NETWORK ADVERTISING

H DIDONATO 169 BRIDGE ST BEVERLY MA 01915

NNNN

2215 EST

COLNEWS NYK

JOHN E. WAGNER
ATTORNEY AND COUNSELLOR

AREA CODE 405—232-7829
1405 FIRST NATIONAL CENTER - WEST
OKLAHOMA CITY, OKLAHOMA 73102

September 9, 1975

Mr. Jack Delier, General Manager
Mr. Roy Charles, News Director
KWTW Channel 9
7401 North Kelley Avenue
Oklahoma City, Oklahoma 73111

Gentlemen:

Your CBS propaganda piece, 'The Guns of Autumn', was a distorted bit of yellow journalism of the worst sort.

Mr. Delier's and Mr. Charles's pious declarations about encouraging public discussion are beside the point and in no way can excuse this kind of warped propagandizing.

The game and fish laws have been made by the legislatures for years and years, and those laws are enforced by rangers of the wildlife commissions in the various states. Sportsmen's groups by the thousands have consistently worked for enhancement of the environment of streams and forests. Wildlife conservation and environmental protection have been on the lips of hunters and fishermen for decades--and long before the radical chic cocktail sipping dilettantes in Manhattan--and CBS--started to cluck-cluck about the "shamefulness" of outdoor sportsmen. I have hunted and fished all of my life--as have nearly all of my friends. There is nothing perverse or sick about this kind of sporting recreation. All of us have been working for "wildlife conservation" long before the boys at CBS, and their ideologues in the canyons of New York City, ever even heard of the subject.

If you don't start showing something more objective and constructive than CBS's kooky propaganda specials, I am going to turn my dial permanently to Channels 4 or 5. And, I suspect a lot of Oklahomans will be doing the same.

The misguided kookoo birds at CBS are not advancing the cause of humaneness, conservation or environmental enhancement by their castigation of the outdoorsman, including the hunter and fisherman.

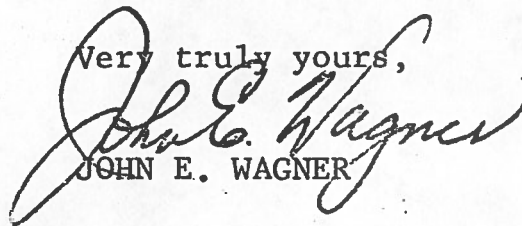
Mr. Jack Delier
Mr. Roy Charles
September 9, 1975
Page Two.

One can take any subject or any field of human activity and make a negative caricature of it. This seems to be the specialty of CBS, and the viewers are getting fed up with it. Instead of defending their presumed "intentions" and rationalizing constantly for what you are showing, why don't you insist that they tell it straight or not tell it at all.

I am not so sure we shouldn't send Dr. Kimerer to New York to check out the mental health of the people who produced this propaganda show. And, if your station continues to afford an outlet for this kind of irresponsible journalism then your own good judgment is in doubt.

Get with it boys, or get off the air.

Very truly yours,



JOHN E. WAGNER

JW/s

Postscript: Please make this a part of your permanent audience response file, for inspection by the Federal Communications Commission.

Mr. Salant

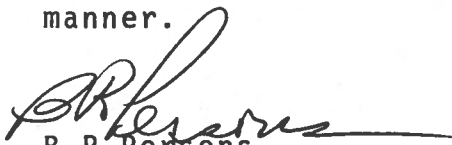
Accept Regret
Appropriate action
Background?
Fyi File JSM
Note & Return
Phone WSP
Reply Direct
Status?
Suggest reply
To discuss
Comments dx
Recommendation

2704 Mendham Hills Dr SW
Rochester, MN 55901
September 10, 1975

Mr William S Paley
Chairman of the Board - CBS
Columbia Broadcasting System
New York, New York 10019

Dear Mr Paley:

The "Guns of Autumn" program CBS presented Friday, September 5, has seriously damaged the credibility of the CBS network in general, and Irv Dresnin and Dan Rather in particular. Such a distorted presentation of the sport of hunting by virtue of omission and commission should go down in the annals of TV as the most biased "documentary" ever made. It was so flagrantly biased that CBS should issue an apology to the American viewing public and present a follow-up documentary on the same topic that is objective and factual. To show good faith CBS should fire those that were responsible, including both Dan Rather and Irv Dresnin. They and CBS truly did a disservice to all Americans, particularly the children who viewed the film and to the 95% of the American sportsmen who behave in a responsible manner.


B R Persons

WILLIAM S. PALEY

SEP 16 1975

AM PM
8,9,10,11,12,1,2,3,4,5,6,7

CBS NEWS

A Division of CBS Inc.
524 West 57 Street
New York, New York 10019
(212) 765-4321
Richard S. Salant, President

Dear Charles:

September 15, 1975

As perhaps you know, we have received literally thousands of letters from hunters, urgently making points similar to the ones you make about our "Guns of Autumn". What it comes down to is the issue of whether the various hunting scenes that were included in the broadcast, and the words of the hunters themselves (except for the brief introduction and bridges, the words were all those of the hunters themselves) represented only a tiny minority of the aberrant hunters and hunting practices, or whether rather, they represented a significant part of hunters and hunting today. Precisely this issue was researched by us for many, many months and we came to the conclusion, supported by hundreds of hours of research and thousands of pages of literature, that we were not dealing with the atypical and aberrant.

True, not all hunting is represented by what we showed in Arizona in the buffalo hunt, or in the two types of bear hunting in Michigan, or in the exotic game preserves, or the shooting of fowls in Pennsylvania. People tend to forget that we also showed hunters in Utah and Colorado--the lone hunter on the ridge, and the two or three men on horseback.

We did not in any way try to say that each scene we showed "is the norm for an Autumn in Maine..." I know that from personal experience since many, many decades ago--too many--my uncle and I used to hunt in Maine. But, apart from the geography, and the game that we were hunting (and almost never found), it wasn't so different from what was described in "Guns of Autumn" in the Utah and Colorado scenes. And the literature certainly shows that an enormous number of wildlife kills today are kills done in the manner that was shown in Arizona, in Pennsylvania, in Michigan, and at those game preserves.

Not yours--but ever so much of the violent reactions we have received from hunters--telling me more about the violence of some hunters than I care to recognize--convinces me that a good deal of the reaction simply derives from the fact that hunters are not happy that our broadcast did not show

September 15, 1975

hunting in the light they would like it to be shown, or would like to think it universally is, and that this somehow made the broadcast either unfair, slanted, or improper. But the fact is that a very significant portion of hunting today is not what you and I would like it to be, and our job as journalists is to reflect what is, not what we would like to be, or what we remember. Each segment represented a major and widely practiced hunting activity. In almost every instance, locations for filming were selected with the advice, and often with the cooperation of, state government agencies or sportsmen's organizations--who certainly would not recommend abnormalities, or what they considered unethical situations.

Indeed we deliberately did not deal with what can be really defined as "the slob hunters" who are involved in poaching, shooting from tree stands or towers, chasing animals from snowmobiles or helicopters. There is a good deal of that being done today, too, but we didn't touch it.

We stayed only with that which is legal where we filmed.

On our follow-up broadcast "Echoes of The Guns of Autumn" on September 25 at 6 PM EDT, we will include the criticism of the broadcast by people who feel as you do. I hope you will be watching.

I assure you that fairness and objectivity still remain our Holy Grail. I am convinced that we fulfilled that policy in "The Guns of Autumn". But that, obviously, is a matter of opinion on which reasonable men disagree, as your letter indicates. But there can be no question that fairness and objectivity were intended to be achieved by us. I am sorry indeed that you feel we did not achieve them.

With best wishes,

R. Mark Stalen

Mr. Charles R. Sanford
Vice President and General Manager
WGAN-TV
390 Congress Street
Portland, Maine 04111

bcc R. Bensley, I. Drasnin, P. Herford,
B. Leonard



GUY GANNETT BROADCASTING SERVICES

WGAN AM FM TV / 390 CONGRESS ST., PORTLAND ME. 04111 207 772-4661

September 8, 1975

Mr. Richard S. Salant
President
CBS News
524 West 57 Street
New York, New York 10019

Dear Dick:

I watched closely your special "Guns of Autumn" and the first thing this morning I have to comment.

Having kicked around in the news business for a good many years and also being an ardent hunter, I viewed the program from perhaps a different perch than your producers.

First, let me say that I don't object to the scenes being shown because to stop this type of massacre, people must be made aware; but to call it hunting is wrong. . . to depict as you did, that this is the norm for an Autumn in Maine is wrong! What you showed was as far from sportsmanship and hunting as war is from peace, and I don't feel that this was pointed out. Where were the scenes of hunting as I and millions who hunt know them? I am surprised you didn't go to the Chicago stockyards and show the slaughter of beef cattle and call it "hunting".

Again, I am most disturbed, Dick, not by what I saw, but by what it was labeled and called.

If fairness and objectivity are still the background of CBS News, somebody really missed the boat on this one. I hope your other specials do not contain the same lack of objectivity and fairness in reporting.

Best regards,

Charles R. Sanford,
Vice President and General Manager

CRS/clm

cc: Robert D. Wood

CBS MEMORANDUM

FROM: Richard Salant
TO: BILL LEONARD
DATE: September 12, 1975

cc R. Bensley, I. Drasnin,
G. Hoover

Here's a peculiar one: If I read this man correctly, he objected to The Guns of Autumn because it was pro-hunting and he is against hunting.

RS

September 5, 1975
6389 NW 63rd St., Apt. 354
Oklahoma City, OK 73132

KWTV
Channel 9
7401 N. Kelley
Oklahoma City, OK 73114

To whom it may concern:

Murder? Webster's New Collegiate Dictionary defines murder: "To mutilate, spoil, or deform by wretched performance; to mangle; butcher." This is exactly what hunters of the world do to uncounted billions of animals yearly.

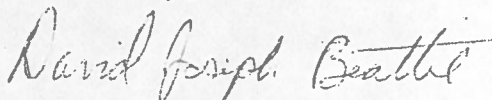
As a professional biologist, I abhor the indeterminate murder of animals by the worlds' hunters. I can see absolutely no sport in killing an animal. I feel it would be far better to arm the worlds' hunters with cameras instead of guns, rifles, and bows, and to leave game and range management to qualified biologists trained in game management.

There were no endangered species lists before animal exploitation by man. These endangered species lists have been brought about by the indeterminate murder of animals for both industrial uses and sport hunters.

I feel that prime time television could be put to much better use than the showing of "The Guns of Autumn." For one example, you could use the ninety minutes to report on recent advances in the medical field.

I sincerely hope that my objection to "sport hunting" will not go unnoticed.

Sincerely,



David Joseph Beattie, Biologist
Bachelor of Science, Central State University, 1975

cc: CBS, Inc.
51 West 52nd St.
New York, NY 10019

CBS MEMORANDUM

FROM: Richard Salant
TO: BILL LEONARD
DATE: September 12, 1975

cc R. Bensley, I. Drasnin,
G. Hoover

Now I have another favorite comment from a hunter who didn't like the Guns of Autumn: His charge is that "By showing scenes of dead and dieing (sic) animals while you gave the supporting views of hunting you produced an unconscious association between hunting and dead animals." I guess maybe, since they were live before they were shot, we should have produced an association between hunting and live animals.

RS